

Parker

DEALER HELPS

CATALOG No. 5151

THIRD EDITION

1936



Illustrations and description covering some of the many display pieces, gift boxes, trays, etc., which Parker furnishes to help boost the retail dealer's sales efforts.



Display No. 974-A

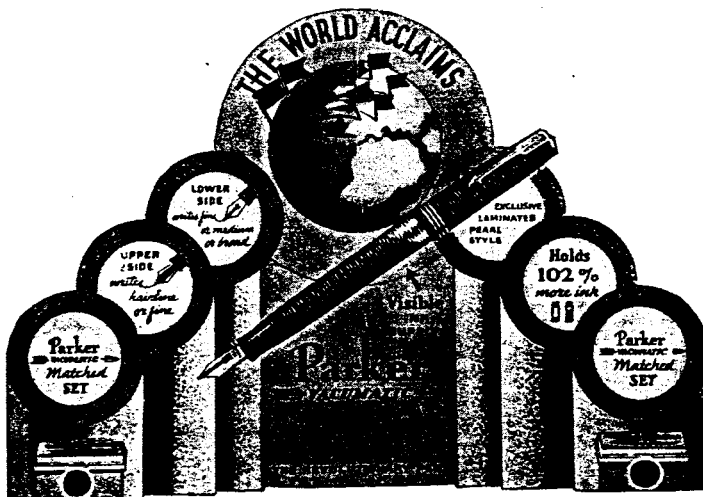
PARKER MIRACLE DISPLAYS

Display No. 974-A

Vacumatic animated display. Center Panel, size 28 x 37". Two side shelves and a price easel. Lithographed in ten colors.

Display No. 974-C

Same as above, except no motion. An attractive display for those corners where motion displays cannot be placed.



Vacumatic World Display No. 960

VACUMATIC WORLD DISPLAY

Display No. 960

Lithographed in seven colors. Center panel measures 28" high and 38" wide. Two side shelves.

Display No. 960 1/2

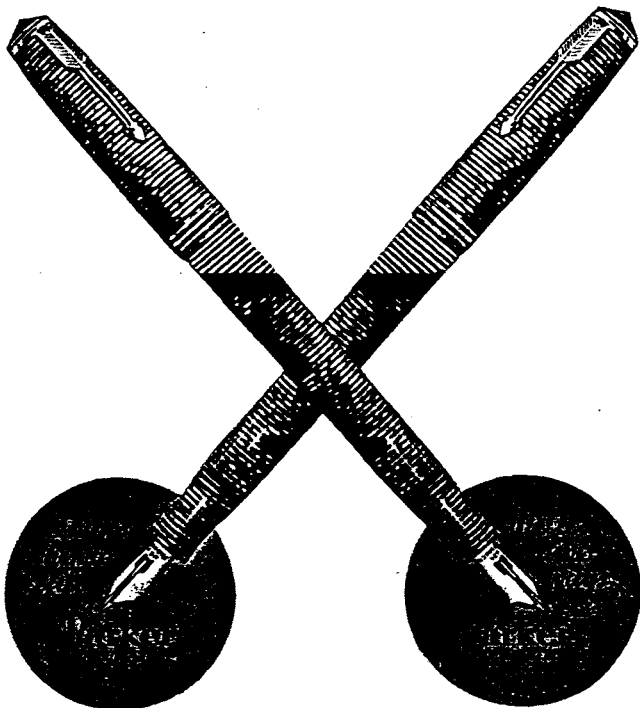
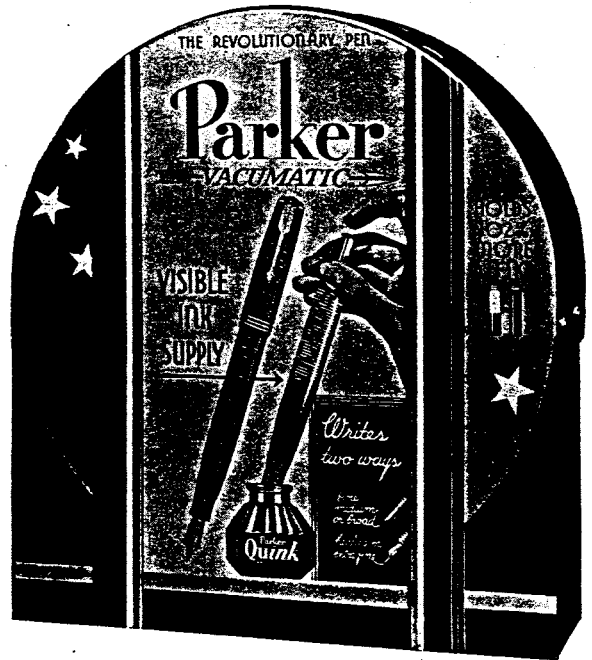
Same as above, except smaller. Center panel, size 17 x 19 1/2".

Mechanical Vacumatic Display No. 949

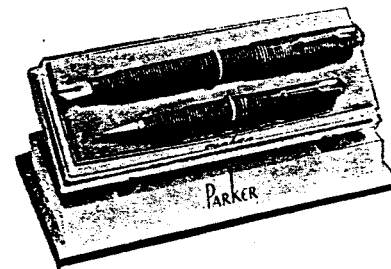
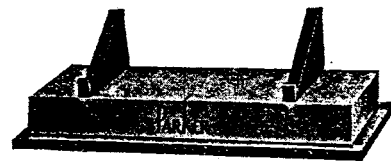
Lithographed in seven colors

17½ x 16 x 5"

Specify Electric Current



Streamer No. 925
Lithographed in 5 colors
Size: 20"



Vacumatic Rack No. 901
Cream and Gold—Size: 7 x 3"

Discontinued

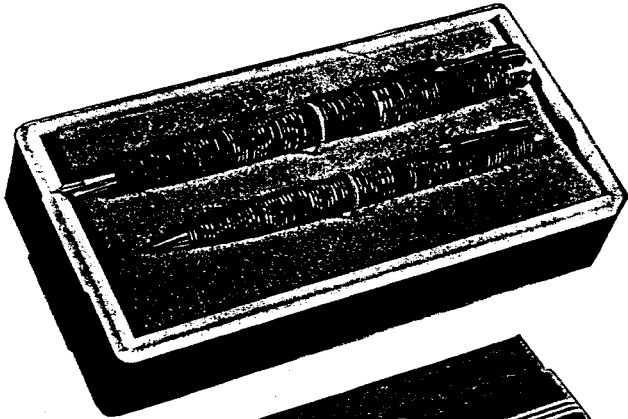


BAKELITE DISPLAY CASE No. 970

Plaskon center tray holds 8 Vacumatic pens. Two Vacumatic duette sets on each side of tray. Illumination shows through the translucent Plaskon tray and makes visible the transparent laminated design of the pens. Specify electric current.

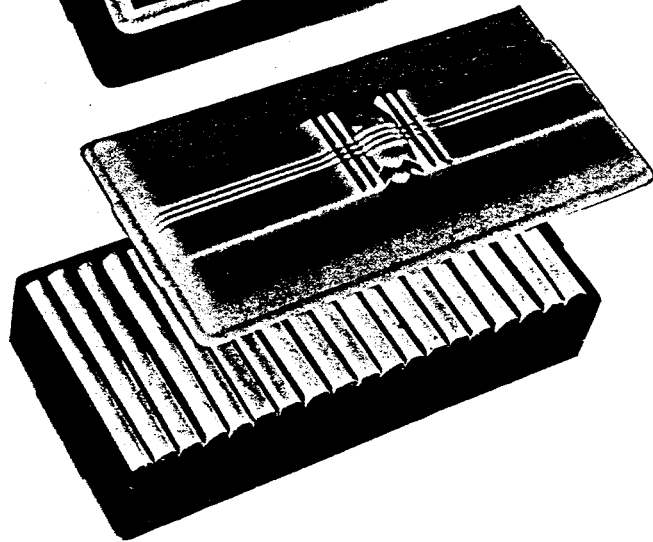
Sold only with the following merchandise assortment:

4 Standard Vacumatic pens	\$ 7.50 each	\$30.00
4 Junior Vacumatic pens	5.00 "	20.00
2 Laminated Vacumatic sets	11.00 "	22.00
2 Junior Vacumatic sets	7.50 "	15.00
No. 970 Bakelite Display Case		7.50
	Total Value	94.50
	Less 40%	37.80
	Net	\$56.70

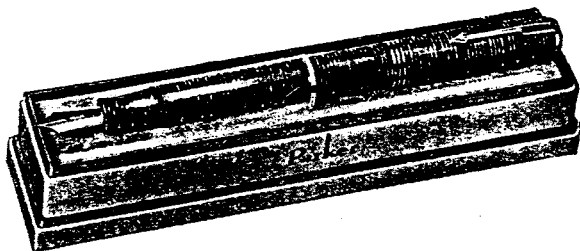


Plaskon Utility Case No. 220
Brown and Ivory
Size: 6 1/4 x 3"

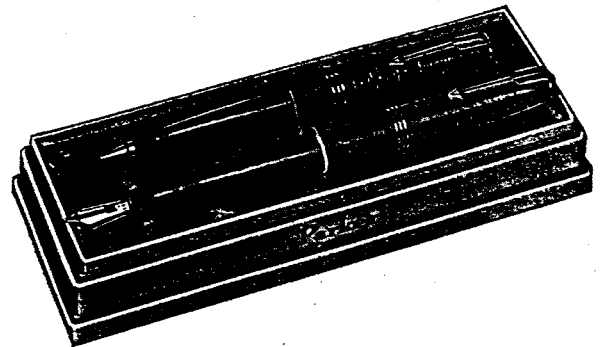
Free with Laminated Vacumatic Sets Only



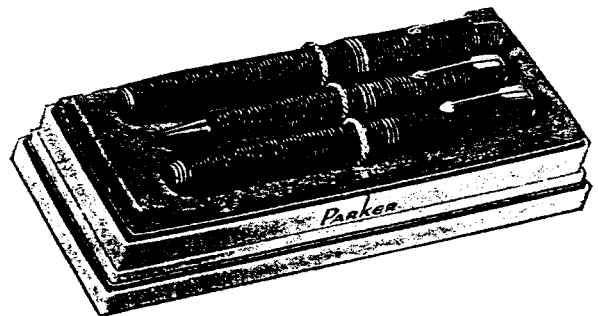
Vacumatic Set Box No. 217
Cream and Gold
Size: 6 x 2"
For Vacumatic Sets Only

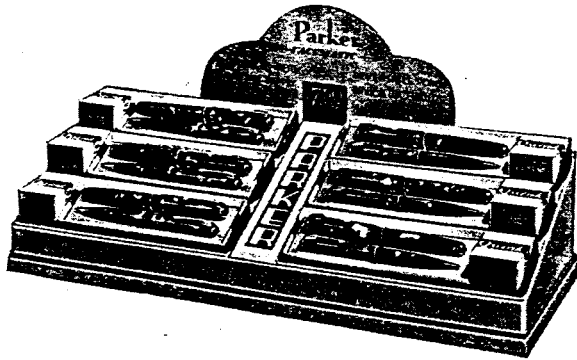


Vacumatic Single Box No. 117
Cream and Gold
Size: 6 x 1"
For Vacumatic Pens Only



Thermometer Box No. 404
Cream and Gold
Size: 6 x 2"
For Pen, Pencil, Thermometer Set



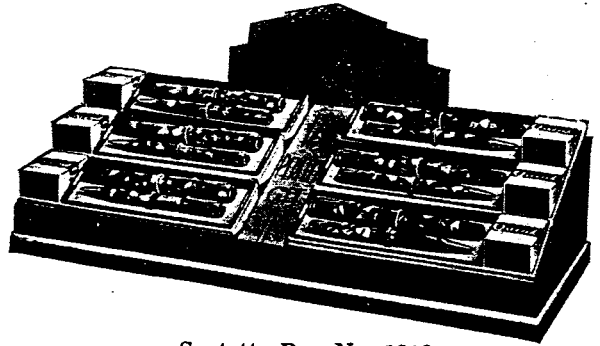


Sextette Box No. 1219

Color: Cream and Gold. Size: 16 x 16¼".

To Hold six boxes No. 219

It is furnished gratis to dealers with an order for six Vacumatic duette sets. Gross weight packed for shipment is about 3 lbs.

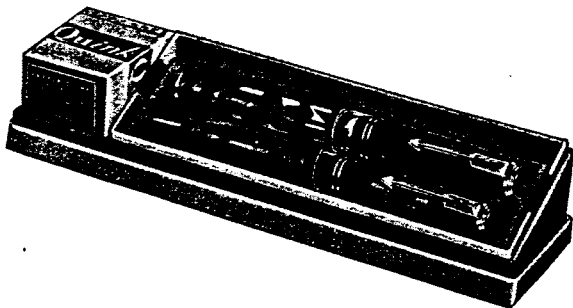


Sextette Box No. 1218

Color: Cream and Red. Size: 16 x 16¼".

To hold six boxes No. 218

It is furnished gratis to dealers with an order for six Parker DeLuxe Challenger Duette Sets (Assortment 1218) or six Parker Challenger Duette Sets (Assortment 1314). Gross weight packed for shipment is about 3 lbs.

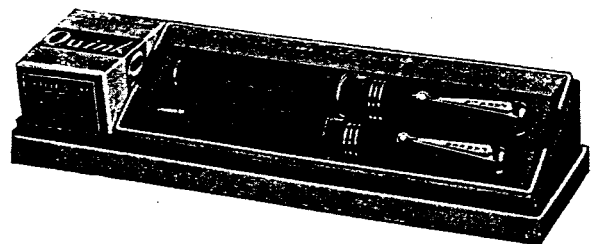


Vacumatic Duette Box No. 219

Color: Cream and Gold

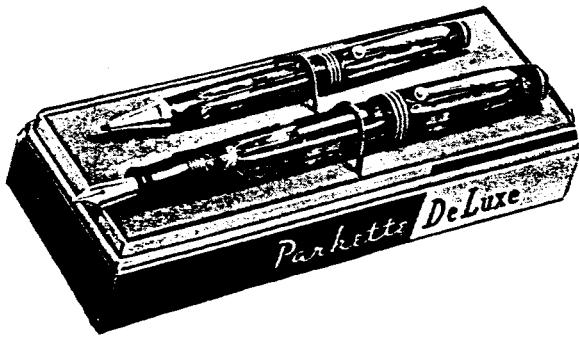
Size: 7 x 2 x 1¾".

Includes Free Quink Sample.
To be used for Junior Vacumatic Set.

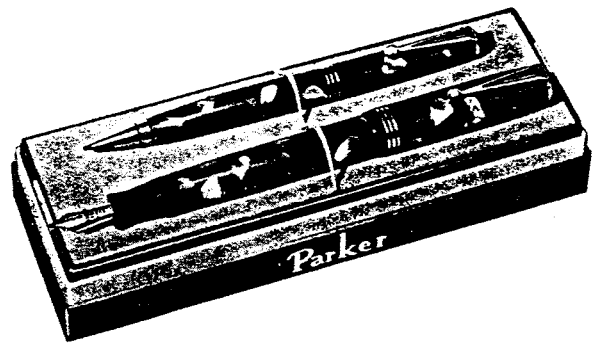


Parker Set Box No. 218

Color: Cream and Maroon. Size: 7 x 2 x 1¾".
Includes Free Quink Sample. To be used for Parker DeLuxe Challenger or Parker Challenger sets.



Parkette Set Box No. 311
 Buff and Blue
 Size: 6 x 1½"
 For Parkette DeLuxe and Parkette Sets



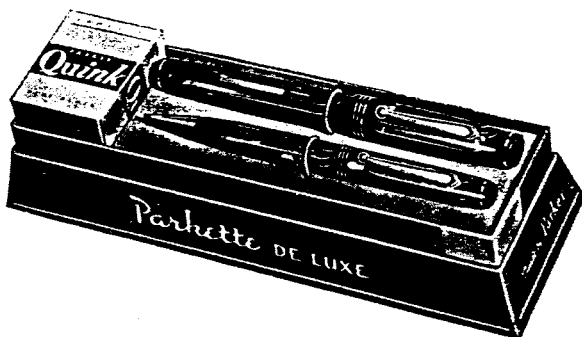
Parker Set Box No. 216
 Cream and Maroon
 Size: 6 x 1½"
 For Duofold, Parker DeLuxe Challenger, and
 Challenger Sets



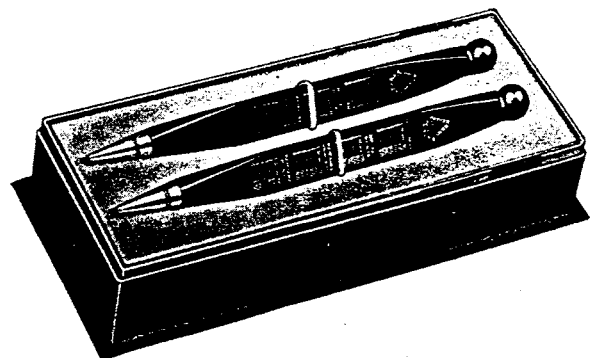
Parkette Carton No. 115
 Cream and Blue
 Size: 5/8 x 5/8 x 5½"
 For Parkette DeLuxe and Parkette Pens



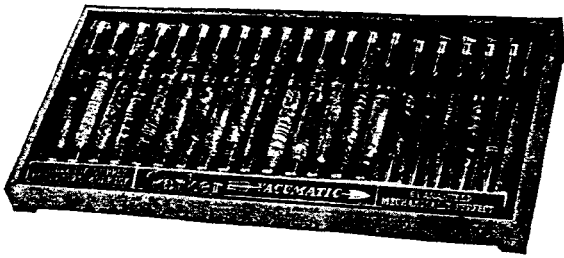
Parker Single Box No. 116
 Cream and Maroon
 Size: 5/8 x 5/8 x 5½"
 For Duofold, Parker DeLuxe Challenger, and
 Challenger Pens



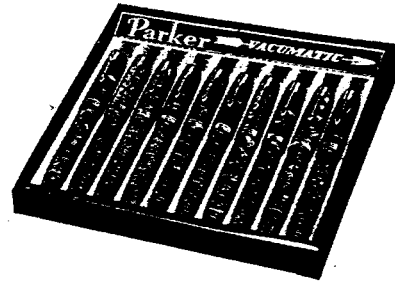
Parkette Duette Box No. 214
 Color: Blue and Cream. Size: 7¼ x 2¼".
 Includes free Quink sample. To be used for both
 Parkette and Parkette DeLuxe Sets.



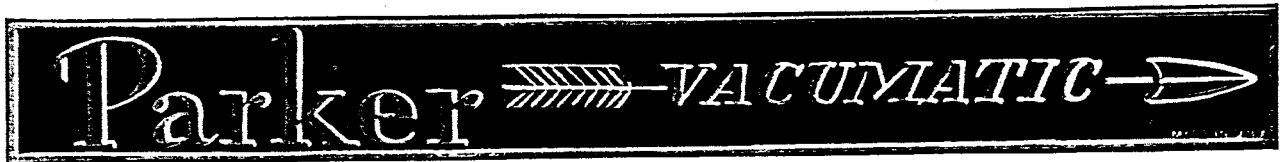
Parker Bridge Pencil Box No. 213
 Silver, Red and Black
 Size: 5½ x 2¼".



Parker Tray No. 1976
20-groove, Natural Wood Finish
Size: 7 x 14



Vacumatic Tray No. 944
10-groove, Mahogany
Size: 7 x 7"



Vacumatic Tray Label No. 603—Gold and Black—Size: 6½"



Parker Tray Label No. 601—Gold and Black—Size: 6½"



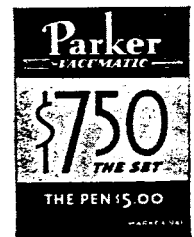
Parkette Tray Label No. 602—Silver and Black—Size: 6½"



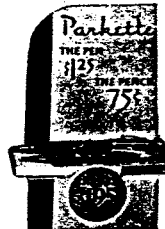
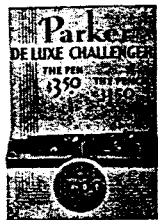
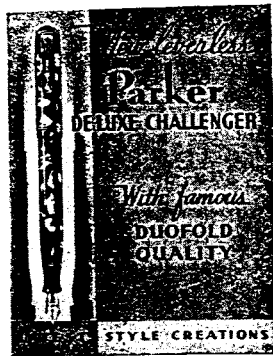
Vacumatic Price
Marker No. 613
Silver and Blue
Size: 1½ x 1¼"



Vacumatic Price
Marker No. 612
Silver and Blue
Size: 1½ x 1¼"

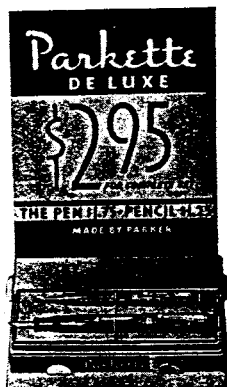


Vacumatic Price
Marker No. 941
Black and Yellow
Size 2 x 2½"



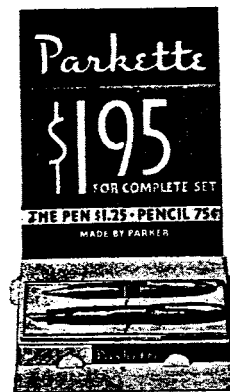
Challenger Display No. 962—Center piece: 10½ x 14"; two side pieces: 6 x 8½"; lithographed in six colors. Features both the Challenger and DeLuxe Challenger.

Parkette Display No. 961—Center piece: 10½ x 14"; two side pieces: 6 x 8½"; lithographed in six colors. Features both the Parkette and Parkette DeLuxe line.



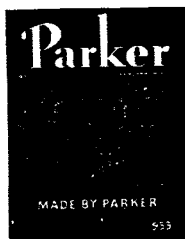
Parkette DeLuxe Display Card
No. 932
Buff and Blue
Size: 6 x 10"

Discontinued

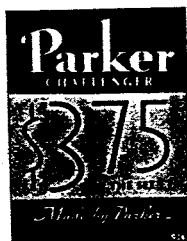


Parkette Display Card
No. 931
Red and Black
Size: 6 x 10"

Discontinued



Parker Price Marker No. 953
Buff and Green
Size 2 x 2½"



Challenger Price Marker No. 936
Buff and Red
Size 2 x 2½"



Parkette DeLuxe Price Marker No. 935
Buff and Blue
Size 2 x 2½"



Parkette Price Marker No. 934
Red and Black
Size 2 x 2½"



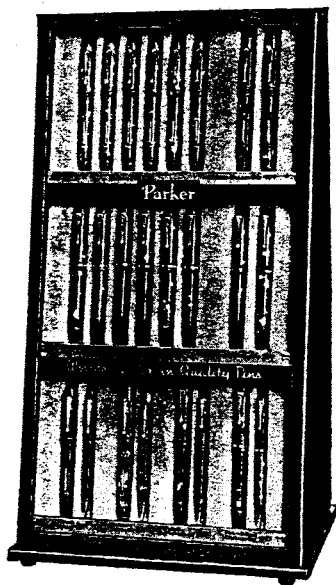
Parkette DeLuxe Pen Easel No. 930
Buff and Green
Size: 12 x 14"



Parkette Pen Easel No. 929
Buff and Maroon
Size: 12 x 13"



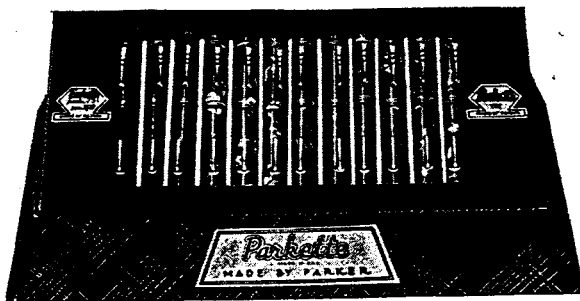
Parkette Pencil Easel No. 928
Buff and Blue
Size: 10 x 12"



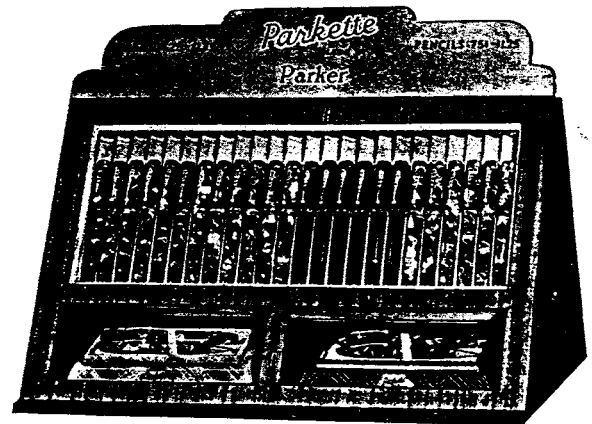
Parker Display Case No. 1938
Lithographed steel and glass front
Mahogany color. Size: 10 1/4 x 11 1/2"



Parkette Display No. 971
Three Colors
Size: 11 x 14 3/4"



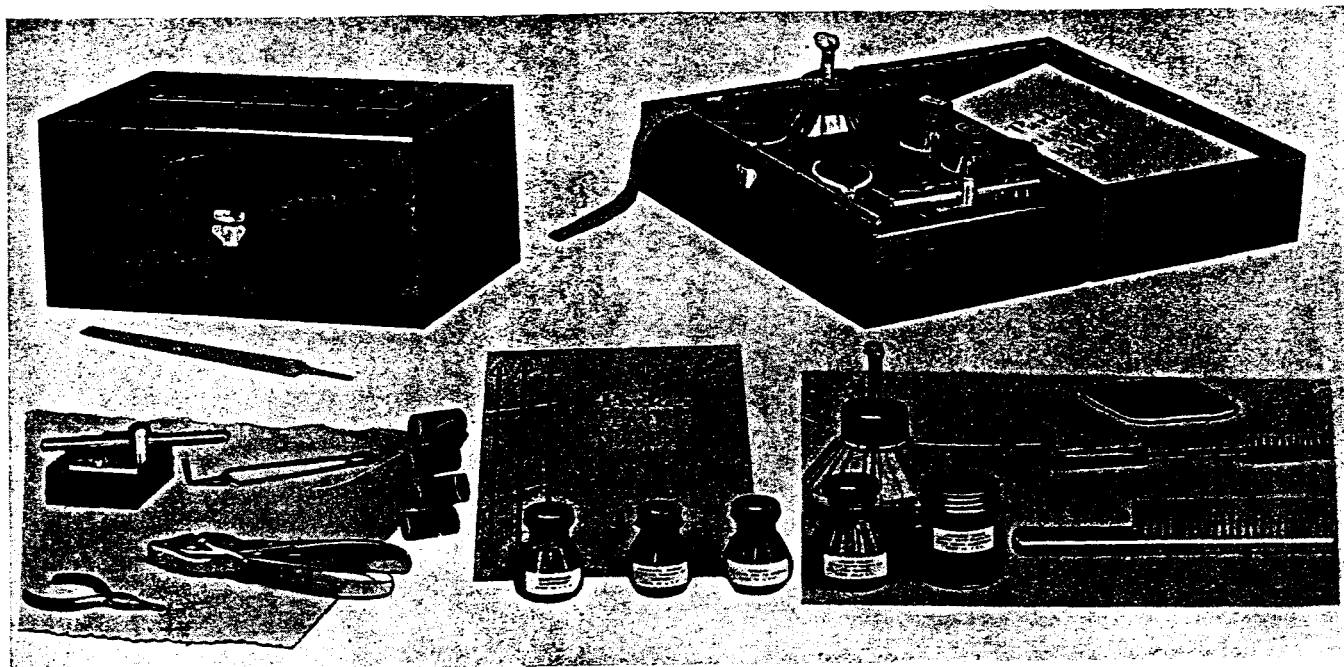
Parkette Case No. 905
Black and Silver—Size: 13 x 7"



Parkette Case No. 906
Made of wood, Walnut finish
13 1/2 x 18 x 11 1/4"

PARKER REPAIR TOOL CABINET No. 966

The Repair Tool Cabinet No. 966, illustrated below, contains the necessary tools to satisfactorily repair all Parker pens. The cabinet is made of wood and measures approximately 9¼ x 6¼ x 4½". Its weight complete is 4½ lbs.

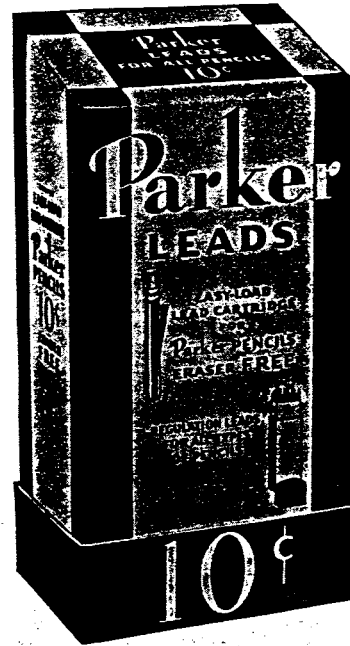
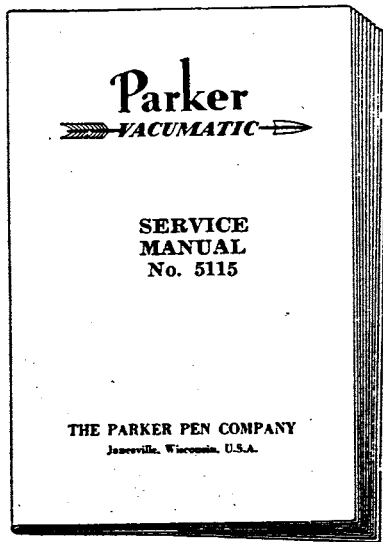


Contains:	Price Net		Price Net
1 Vacumatic Fitting Block -----	\$1.50	1 Bottle Diaphragm Lubricant -----	.05
1 Bernard Pliers -----	1.35	1 Bottle Shellac, for sacs -----	.05
1 Flat Nose Pliers, thin point -----	1.20	1 Bottle Liquid Polish -----	.05
1 Flat Brush, for feeds -----	.25	1 Oz. Rouge, gold polish -----	.05
1 Flat File -----	.20	1 Sac Stretcher -----	.05
1 Round Brush, for caps -----	.10	4 Pieces Rubber Tubing @ .01 -----	.04
1 Alcohol Lamp -----	.10	1 Piece flat rubber, 2½ x 3 -----	.01
1 Polishing Cloth -----	.10	1 Wood Cabinet -----	1.50
1 Hubert Rouge Paper -----	.05	1 Service Manual No. 5115 -----	-----
1 Bottle Vacumatic Cement -----	.05		

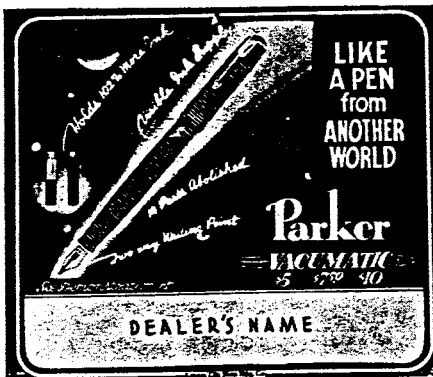
Total ----- \$6.70

Special Price, complete \$6.00 net.

Service Manual
5115
Black and
White
Size: 6 x 9



Lead Dispenser
No. 955
Lithographed in
4 colors
Free with an
order for 1 gross
of lead tubes or
cartridges.



Vacumatic Movie Slide No. 701
5 colors
Size: 2½ x 2¾"



Vacumatic Movie Slide No. 702
5 colors
Size: 2½ x 2¾"



Vacumatic Movie Slide No. 703
5 colors
Size: 2½ x 2¾"

Quink Display
Carton No. 952
Blue
Size:
9½ x 7 5/16 x 2¾



Quink Movie
Slide No. 704
5 colors
Size: 2½ x 2¾